SCHOOL OF
BROADCASTING
MEDIA AND
COMMUNICATIONS

CORPORATE PROFILE

ACCREDITED TRAINING PROVIDER

4IR-MICT TALENT & SKILLS PARTNERS
train, mentor, nurture

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SCHOOL OF BROADCASTING MEDIA AND COMMUNICATIONS

1. INTRODUCTION & EXECUTIVE SUMMARY

School of Broadcasting, Media and Communications Pty Ltd *(hereafter referred to as SoBMC)* is a Proudly South African CiPC registered, Level 1 BEE, 100% black-owned SMME company.

We are proud to also introduce our status as an accredited Media, Information, Communication And Technology (MICT) SETA skills development provider with accreditation Number: ACC/2022/01/0001.

SoBMC offers credit and non-credit bearing training delivered as full qualifications, skills programmes and we offer short programmes. We also manage learnerships and internships for our Clients. Any funds spent by clients will qualify under preferential procurement at 135% of its value as SoBMC has a Level 1 BEE status. Partnering and utilising our accredited training programmes has the benefits of contributing to qualifying company's BEE scorecard; their skills levy refunds dependent on submission of their WSP (workplace skills plan) and ATR (annual training plan). We also offer a complimentary consultation with our highly experienced Skills Development Facilitator (SDF) who guides companies on the afore-mentioned as well as discretionary grants, mandatory grants, employee tax incentives, BEE audit preparations etc all of which have SARS refund / rebate benefits subject to qualifying company eligibility.

SOBMC unique value differentiating factor lies in the successful combination of:
a. its founder and CEO, Lee Downs, who has over 30 years of functional, operations, technical and practical radio skills, experience and knowledge in the media, information, communication and technology industry; and
b. 'double-up-skills outcomes' methodology which is to:
- Facilitate relevant, future-focused **MICT functional** training that has technical skills outcomes and
- Ensure that we 'boost' all functional training outcomes with ***'fourth industrial revolution (4IR) communication skills'*** eg comprehension, complexity of decision making, analytical skills etc which research shows are lacking in organisational roles across all industries of work.

At SoBMC we believe **that 4IR-MICT functional/technical skills must be supported by 4IR-communication skills** as the two outcomes are inseparable yet integral to a higher level of probability of success in preparing for now and future-focused skills in an ever-evolving world of work.

MICT SETA accredited training courses cover the media industry (radio-broadcasting) and 'just about every other' industry because information, communication and technology skills are embedded in 'just about every other'' industry. MICT SETA itself records in its 2021-2022 ***'Career Opportunities Guide'*** https://www.mict.org.za/wp-content/uploads/2021/02/120221-MICT-SETA-Career-GuideLR.pdf :
'Long-term and sustainable success requires one to have key elements such as education and skills that are in demand. It has always been understood by professionals that ***information and communication technology (ICT)*** *provides an enabling environment/infrastructure* ***for any other industries.*** *This highlights fields such as* ***finance, manufacturing, telecommunications, mining, multimedia, government, entertainment and other industries.***
The 'Career Opportunities Guide' also records the below PRIORITY OCCUPATIONS in support of the point that ICT is needed in every 'environment/infrastructure'. Translated, this means that media, information, communication and technology (hereafter referred to as **MICT**) skills are needed in **every** occupational category (job, role) across virtually **every** industry even agriculture farming:

- Business Computing
- Network Technician
- Computer Games
- Systems Administrator
- Developer
- Programmer
- Web Technician
- ICT systems analyst
- IT Manager
- IT Project Manager
- Computer Engineering
- Telecommunications Technician
- Electronic Engineering
- Computer Network Technician
- CCNA 1- 4
- Systems Administrator
- Electronic Engineering Technician
- Drama
- Multimedia Specialist
- Film and Video Edit
- Journalism
- Copywriter:
- Media and Communication
- Development and Communication Specialist
- Content producer
- Communication specialist
- Marketing Management
- Customer Service Representative
- Consulting Media strategist
- Media Strategist
- Public Relations Officer
- Campaign Coordinator
- Brand Strategist
- Strategic Brand Management
- Art Director
- Brand Auditor
- Digital Marketing
- Marketing & Advertising Communications
- Graphic Designer
- Social Media Coordinator
- Digital marketer
- Advertising Media Planner
- Advertising Creative
- Marketing Communication
- Advertising Account Planner
- Creative Brand Communication
- Radio Producer
- Radio Presenter
- Management Consulting
- Technology Development Coordinator
- Operations Analyst
- Service Solutions Project Manager
- Small Business Consultant / Mentor
- Capital Expenditure Analyst
- Commercial Analyst
- Corporate Planner
- Farm Management Consultant
- Business Coach
- Financial Systems Advisor
- Resource Development Analyst
- Purchase Advisor
- Business Support Project Manager
- Strategic Developer / Facilitator
- Business Consultant

*An extract from the same **'Career Opportunities Guide'** states the following on **4IR**:*
'There has never been a time greater than this to realise that the MICT sector is in a constant state of flux. South Africa, Africa and the rest of the world is in the middle of the Fourth Industrial Revolution (4IR). 4IR is happening all around us. Denial will put South Africa at a disadvantage, and we shall fall swiftly behind the countries that are already embracing this new economic paradigm. It is with no doubt that with the emergence of 4IR, topics of skills reorientation are becoming more and more relevant, age-old trusted education systems need to be flexible, the link between education and business needs to be a two-way street. In its simplicity, the "4IR" is a complex application of Science, Technology, and Engineering and Mathematical (STEM) knowledge at its core. It is an extension to 'Industrial Revolution 1, 2 and 3' with the addition of Artificial Intelligence (AI) built into machines that can think and do most things that were the sole prerogatives of the human species in the past. The '4IR' has the potential to raise global income levels and improve the quality of life for populations around the world. The concept '4IR' is not fully comprehended by an average South African, and yet it has the potential to change the way everyone learns, works, and lives. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before. It is not yet known how it will fully unfold, but it is clear that newer skills will be needed in the near future.'



https://www.mict.org.za/wp-content/uploads/2021/02/120221-MICT-SETA-Career-GuideLR.pdf

SCHOOL OF BROADCASTING MEDIA AND COMMUNICATIONS

2. ABOUT US – THE OWNER, THE BUSINESS AND WHAT WE HAVE TO OFFER

Founder and CEO, Lee Downs, is a skilled, experienced and respected media personality professional who have worked at nearly all major radio stations from KZN to Cape Town. His legendary track record includes his career as a 'behind the mic on-air presenter' and he has an 'in the public eye' key-note speaker portfolio. Lee is an avid fan of 'pass it forward' which drives his dedication to share his knowledge and skills to develop tech-savvy talent. He is also a champion advocate for activations that lead to sustainable socio-economic upliftment of communities in need, evidenced by his own testimony - **click here to hear the impact of his experiences that has steered his passion to improve socio-economic conditions in our country through an evolving learning environment.** All of his competences garnered over his career span equipped and empowers Lee to be at the forefront of **4IR- MICT** focussed skills development strengthened by his successful business-entrepreneurial skills and his change-embracing leadership style.

Lee Downs is the glue that links **3 MICT centred 4IR businesses:**
- SoBMC (Pty) Ltd (MICT Seta accredited training provider division)
- Radiopros (Pty) Ltd (project management division) and
- Youth Speak Out (NPO division focussed on internet radio solutions for schools)

All 3 companies are endorsed by top radio stations which is indicative of support for SoBMC's capability as an industry-specialist-expert training provider entrusted to develop, grow and support talent capacity.

Partnering with SoBMC is a solution to gain relevant 4IR- MICT training, learning and skills development that will transform companies, organisations, learners and communities through learning that will positively translate into lucrative ROI benefitting all associated stakeholders.

3. VISION

SOBMC's vision is to become the most sought-after Adult Education and Training, Learnership, and Further Education and Training provider in South Africa, positioned to support those that understand that the future is driven by ever-evolving **4IR skills** to survive the competitive race for relevance, survival and sustainability.

4. MISSION

SoBMC's mission is to develop performance driven, 4IR tech-savvy, equipped, enabled and suitably skilled future-world-of-work, critical-thinking employee-entrepreneurs talent pools armed with relevant 4IR media, information, communication and technology skills derived from our training programmes.

5. RESEARCH - CHALLENGES FOR THE WORLD OF WORK

Our research on **skills gaps** show there is definite lack of what SoBMC terms as the **'4IR-communication skills package gap'**, this being a collective of interwoven communications-based skills. Communication skills are critical as outcomes linked to any functional, technical training offered to learners. Yet the research shows that communication skills are a challenge and weakness in business but at the same time it is meant to be the cornerstone and bedrock of business.

Our 4IR- Communication Skills dictionary ie the missing skills-gap includes, in no particular order:

- Apply complexity of decision making, critical thinking, comprehension;
- Work through complex data individually or as part of the team; working remotely with limited supervision or in geographically split multi-functional teams; working alone or with teams on site;
- Formulate and execute ethical, effective decisions whether in a soft-skills or technical environment;
- Project manage small and large scopes of work;
- Turn divergent and convergent ideas into executable sales and target with measurable deliverables;
- Manage data and sound judgement under often immense pressure with limited resources;
- Research skills coupled with comprehension of the information absorbed;
- Evaluate alternatives by understanding information stated or implied;
- Goal setting, design thinking;
- Entrepreneurial orientation, innovation, leadership, networking, relationship building;
- Overcome barriers, negotiating, conflict management, solution-orientation;
- Opening and closing pitches;
- Quality-assurance standards, integrity of researched data, legal considerations.

At SoBMC, these **'4IR-communication skills'** are equal in importance to the functional skills' acquired by our learners.
An article - **https://bit.ly/3LspJMa** - speaks to the above as well, a summary extract being:
The Fourth Industrial Revolution (4IR) and the Skill Needs for the Future of Work.
One of the key strategic measures to address the transformative impact of the Fourth Industrial Revolution, is preparedness for the future of work. In a short space of time from now, more than one-third of the skills that are believed to be essential for today's workforce will have changed according to the Future of Jobs Report from the World Economic Forum (WEF, 2018). On-going rapid technological innovations will mean that people will be sharing workplaces with artificial intelligence platforms and bots. ***To stay ahead of the curve, one needs to commit to lifelong learning so as to acquire and sustain relevant skills-sets required to succeed in the ever-changing workplace of the future. Some of the skills-sets identified in this regard include:***

1. Creativity
2. Emotional intelligence (EQ)
3. Analytical (critical) thinking
4. Active learning
5. Judgment and decision making
6.Interpersonal communication skills
7. Leadership skills
8. Diversity and cultural intelligence
9. Technology skills
10. Embracing change

Examples of roles across industries that shows the need to integrate **4IR-functional skills** with **4IR-communication skills** across industries:

- **Plumbers, bricklayers** etc now learn in high-tech **4IR simulated environments** which requires employers and training providers to support them with 4IR-communication skills to comprehend, understand and be successfully signed off as competent in their trade.
- **Digital content strategists** curate content for mining, manufacturing, retail, finance, agriculture, hospitality as the principles of **4IR-functional skills** changes but the functional, technical environment's skill cannot exist without **4IR-communication skills**.
- Radio production learners can record and produce and manage audio equipment but they also benefit from **4IR-communication skills** which is critically needed to research, generate and pitch ideas, write scripts, interview, communicate and engage on ideas to successfully curate content to attract audience.

Seems simple. Yet, if communication is the bedrock of a successful business, then we must be very alarmed by the research on **reading** and **comprehension** in South Africa. Key insights from an **https://bit.ly/3NmzYTH** article are reflected below:

*South Africa ranked last out of 50 countries in the **2016** Progress in International Reading Literacy (PIRLS) study which tested reading comprehension of learners in **their fourth year of primary** schooling.*

*...The study found that **78% of South African pupils at this level could not read** for meaning.*

*...South Africa's reading crisis is a topic of ongoing debate and several strategies for improvement have been proposed: promoting a culture of reading; **encouraging parents to read** to their children; making books accessible in schools and **improving initial teacher education**.*

...many parents with low but not poverty level incomes and lower levels of education did not always read to their children or visit the library regularly.

...an estimated 55.5% of South Africans live below the poverty line, survival concerns rather than literacy may be uppermost in many parents' minds.

...many parents may either not be literate or have low levels of literacy despite having completed grade 7, which is considered to be an indicator of literacy achievement.

To this we add South Africa's spiraling rate of unemployment with no immediate solution ins sight to stop prospective redundancies and unemployment. One way of changing the pendulum of unemployment and dire economics is to actively pursue relevant training that will narrow the skills gap, already a known fact. SoBMC is committed to consciously impact and increase the number of skilled economically active workforce with functional skills supported by **4IR-communication skills**.

SoBMC's contribution to 'solve' some of these highlighted challenges in the world of work

It is clear that '**4IR-communication skills**' acquired from MICT Seta training outcomes will benefit organisations in every industry and support them to be relevant and competitive because every employee in every company in every industry is a communicator.

Refer to our **OUR PORTFOLIO RANGE OF COURSES** with '**4IR-MICT functional** and **4IR-communication skills**' critical success outcomes.

6. THE SOBMC TRAINING METHODOLOGY & FORMULA

- 'Our SoBMC 'double-up-skills outcomes' methodology which is to:
  - o Facilitate relevant, future-focused **MICT functional** training that has technical skills outcomes and
  - o Ensure that we 'boost' all **functional** training outcomes with ***'fourth industrial revolution (4IR) communication skills'*** eg comprehension, complexity of decision making, analytical skills etc which research shows are lacking in organisational roles across all industries of work.
- **Source** and **develop** a constantly growing pool of **'4IR-communication and functional skilled'** talent;
- **Promote** 4IR savvy talent pools to companies across industries to impact **unemployment**;
- **Support and grow talent pools** interested in self-employed **entrepreneurship**,
- **Train, mentor and nurture**
- Provide **career-guidance** linked to future relevant skills
- Coaching and Mentoring

All of our course programmes are underpinned by coaching and mentoring support to learners when back at work. The emphasis is on developing competence in learners such as all communication skills included in our 4IR communications skills dictionary, e.g. reading, comprehension, critical thinking, project management and complexity of decision making skills and more.

- On The Job Training

Our work integrated training programs involve a high portion of on-the-job training so work performance and productivity is not negatively impacted as much when compared to traditional learning methods. There is significantly greater value to the organisation if they are upskilled with a future line of sight at the place of work.

7. TARGET MARKET – ALL STAKEHOLDERS

I. LEARNERS

- Youth, matriculants, arts and culture artists, employed and unemployed individuals and teams, 'talent at any age' inclusivity.
- Learners and communities who have a career / entrepreneurial / 2nd-hussle desire to be upskilled:
  - to narrow the skills gap in our country
  - to redress substandard quality of legacy education,
  - to decrease the poor and ever increasing unemployment rate,
  - to increase self-employed entrepreneurship to grow the economy,
  - to upskill on how to successfully run small businesses with entrepreneurship business models.
- Future leaders and tech savvy trendsetters in the formal and entrepreneurial world-of-work.
- Talent from disadvantaged areas who leave with a mind-set of *'a quest to learn other, more relevant **4IR** skills that can give hope of possibilities and generate income to feed families in communities with a hunger for socio-economic change'.*
- Commercial, community broadcasting and internet radio station employees and managers.

II. ALL COMPANIES ACROSS INDUSTRIES

- All companies because **MICT** skill' outcomes are interwoven across industries, sectors, borders.
- We introduce our partner-networks to train functional skills covering radio production, sales and marketing, digital media advertising, journalism etc.
- Our Work Integrated Learning and Mentorship programmes and approach to learning outcomes - delivered to employees and unemployed youth - benefit employers in the corporate world who now have access to sought after learners entering the job market as we provide references that attests to them as accountable adults who have proven that they can integrate into corporate culture.

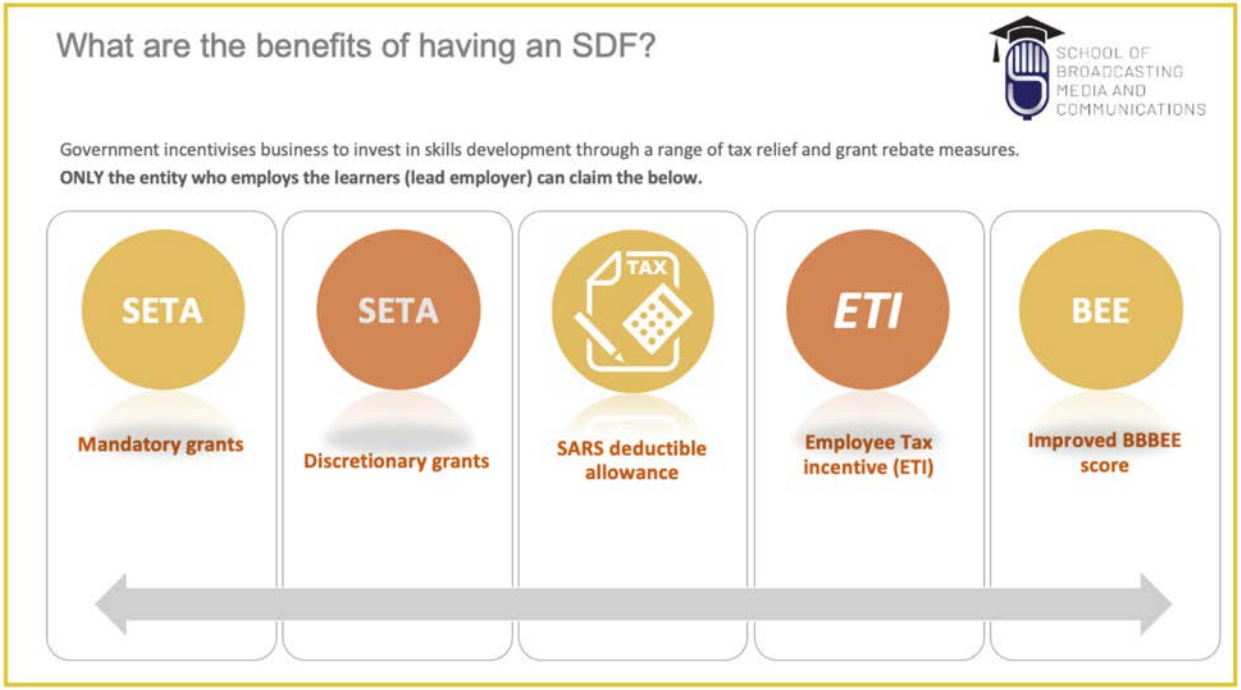
- For our broadcasting-industry clients specifically we are invested in developing your on-air and off-air broadcasting talent so that media houses can leverage off industry-depth-trained talent, whom we:
  - upskill in both the foundational, functional, technical skills of broadcasting
  - PLUS we share all our 'inner-circle functional, technical, basics and higher level radio secret tools of the trade' that comes with the experience gained in the broadcasting industry.
  - PLUS we make sure they acquire **4IR-communication skills to complement' the tecnical, functional facilitated for their job-roles.**.

8. BENEFITS OF TRAINING FOR COMPANIES

- SoBMC is a one stop shop accredited skills development provider for companies in all industries and sectors and not just a training provider for the media industry.
- Companies can customise our skills modules to suit the needs of their business.
- We offer training as online and face to face training options to minimise downtime.
- Adult education techniques are employed; training is participatory and makes extensive use of real-life workplace case studies, best practice and facilitation from experienced, qualified facilitators who are industry-experience experts in their fields and professions.

Financial **rands and cents return on investment benefits** for qualifying companies include inter alia:

- Discretionary grants,
- Mandatory grants,
- BEE audit preparations
- Employment Tax Incentive (ETI),
- Skills levy refunds
- Other SARS rebates subject to qualifying status of company
- BEE points (Skills, SED, Procurement, CSI) depending on company's qualifying status'
- We also offer a complimentary consultation with our highly experienced Skills Development Facilitator (SDF) who guides companies on refunds/ rebate / BEE points subject to eligibility.



9. UNIQUE VALUE PROPOSITION (EVP) AND BENEFITS

- SoBMC is spearheaded by a visionary, authentic industry professional.
- SoBMC is committed to fill and narrow the widening 'lack of skilled-talent' gap in South Africa.
- Prominent radio stations endorse SoBMC, testimony to the trust and credibility in SoBMC to train.
- SoBMC supports companies to develop relevant practical and technical skills so that they can focus on their core business fueled by skilled employees.
- SoBMC is a playground for both creatives and for left brained; rational thought processors.
- Competitors, whether claiming to be equal, same or similar to SoMBC do not have a foundation of being strategically and operationally connected with networks of support as relevant as we have.
- SoBMC has proof of concept for skills and short programmes integrating on-air and off-air practical, functional, technical and communication skills using the medium of radio for skills trained.
- SoBMC boasts an in-house array of functional facilitators, assessors, moderators, partners, contributors, project management and advisory team members.
- Our facilitator pools are industry experts in academia, media, journalism, social media etc
- We offer add-on courses to add value to learning over and above the **MICT SETA**-course offerings e.g. New Venture Creation via our other training provider partner networks.
- We spot, recruit and develop talent pools of learners to benefit clients and prospective clients.
- We take disillusioned youth out of the community to equip them with career-path skills and they can choose to seek employment or become entrepreneurs in the MICT industry.
- Properly managed, our training success outcomes will enhance and increase ROI and stave off industry challenges that end up in retrenchments and closures.
- Coaching and Mentoring
- On The Job Training
- We offer our beneficiary stakeholders the following:
  - Cost effective pricing models
  - Dedicated project managers
  - SETA administration
  - National network of training centres
  - Adaptability to schedule training according to your needs
  - Pre-assessment of learners before training
  - Quality and consistency in all training programmes facilitated by SoBMC
  - Expert guidance to improve your skill development rating on your B-BBEE scorecard
  - Contributing to ROI through BEE points, skills levy refunds, SARS rebates for qualifying companies.

10. GALLERY - PROOF OF CONCEPT ACTIVITIES DURING THE 2020-2021 COVID-19 PANDEMIC

We have trained over 60 learners during the 2-years of Covid-19 global pandemic lockdowns.
We constructed and purpose built a radio studio for Partners For Sexual Health to broadcast their pertinent and important brand of products and services linked to sexual health content across the African continent.

We trained the Partners For Sexual Health leadership, duly appointed staff and other external associated stakeholders in all areas of radio so that they are now self-sufficient and are running the day to day operations of their custom-built and engineered radio station by themselves.

Many of the learners that were trained during this time have gone on to craft bigger, better 'MICT industry' 1st and 2nd hustle-careers as an outcome of the training and still ongoing mentorship provided by Lee, a trainer and mentor of MICT competence skills and behaviours.



PROOF OF CONCEPT



11. OUR PORTFOLIO RANGE OF COURSES

1. FULL QUALIFICATION

ID NQF	QUALIFICATION(S)	TITLE	LEVEL	CREDITS
MICT US62069 (accredited, available as credit bearing and non-credit bearing options)	**National Certificate**	**Radio Production**	**Level 5**	**159**

Qualifying learners are capable of achieving the following accredited outcomes:

01	Propose ideas for radio programme items	117560
02	Write radio scripts	117564
03	Analyse script	117557
04	Obtain and transfer sound	117562
05	Interview for journalistic purposes	110360
06	Operate studio equipment for radio production purposes	12606
07	Operate studio equipment for broadcast	117563
08	Edit sound	12499
09	Final mix sound tracks for a production	12603
10	Produce live broadcast	12607
11	Produce studio equipment for radio production	12606
12	Package a radio programme using analogue sound	13813
13	Rig and de-rig sound equipment for a production	12506
14	Prepare and operate sound equipment from a location for a radio broadcast	14365
15	Adapt radio content	117561
16	Identify and set up technology solutions for multimedia	14365
17	Produce radio drama	13810
18	Interview and lead discussion for radio broadcast purposes	12605

2. SKILLS PROGRAMME

4IR Communication Skills Package (7 Credit Bearing or Non-credit Bearing option' cluster of skills)		
01	Propose ideas for radio programme items	117560
02	Write radio scripts	117564
03	Analyse script	117557
04	Interview for journalistic purposes	110360
05	Adapt radio content	117561
06	Identify and set up technology solutions for multimedia	14365
07	Interview and lead discussion for radio broadcast purposes	12605

3. SHORT PROGRAMME

Basics Of Radio (practical, technical training, non-credit bearing)	
01	- The language Of Radio
02	- What makes a great presenter
03	- Link construction
04	- Show preparation and planning
05	- Target audience
06	- Music Policy
07	- What Programme Managers look for in talent
08	-4IR New media, new radio, tech savvy integrations beyond 2022

12. THE PROJECT MANAGEMENT TEAM

A project management team with a vast pool of knowledge, skills and experience will assist in rolling out and maintaining world-class internet radio service standards, comprising:

Mr Lee Downs	Lead Project Manager, founder CEO of 3 learning and skills integrated organisations.
Mrs Narriman Laatoe	The Lead Academic Advisor on the team (M.Phil in Education [Adult Education] UCT)
Sial Financial Accounting	Financial arm with years of experience in commercial and npo fields
Rhens Consulting	Accredited Training Provider, HR & ED Project Management, HR Project Management Team
Zaheer Bagus	Technical Expert Contributors Various On-Air Media Personalities and Off-Air Technical Specialists

The Project Management team, lead by Mr Lee Downs is supported by a team of academics, administrators, IT technicians and financial experts.

Together they provide a collaborative, strong track record that has its roots in education, development of educational material, entrepreneurship, community-centric socio-economic programmes and projects, research and development and monitoring and evaluation.

YOUTH SPEAK OUT's dynamic communication tool transcends the internet radio of things and has the capacity to support learning institutions in many ways to bring about not only value add in training and learning that benefits youth development into conscientious, accountable citizens and community stalwarts, but there is also ROI in the form of rands' and cents that will benefit learning institutions through advertising and other commercially driven innovative ideas.

YOUTH SPEAK OUT
MEDIA, TECHNOLOGY AND MENTORSHIP

13. CONCLUSION

It is not only a nice to have but an imperative to create talent pools of specialist skilled learners who are equipped, empowered, skilled and enabled to not only work in one arena of the MICT industry but who can and must be able to cross function and replicate their technical and practically learned skills back in the world of work, and keep up with training by themselves or via accredited training providers such as School of Broadcasting Media and Communications.

Failure to address the national skills gap with relevant 4IR future focused training is a failure to create professionally skilled artisan curators of now and relevant future trends skills to benefit our economy.